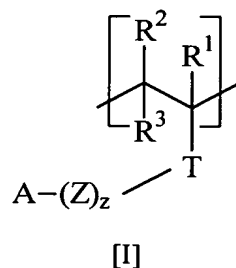


**WHAT IS CLAIMED IS:**

1. A personal care composition comprising:
  - a) a personal care adjunct ingredient; and
  - b) a cationic perfume polymeric particle comprising:
    - i) a cationic polymer comprising a cationic monomer; and
    - ii) a perfume comprising one or more perfume raw materials having one or more of the following characteristics;
      - a) a number molecular weight of less than about 200;
      - b) a boiling point of less than about 250°C;
      - c) a ClogP of less than about 3;
      - d) a Kovats Index value of less than about 1700; and

wherein a Response Factor (RF) of the perfume polymeric material is at least about 1.6.
2. The personal care composition according to Claim 1, further comprising at least about 0.1 weight percent of one or more perfume raw material.
3. The personal care composition according to Claim 2, wherein at least 25 weight percent of the perfume raw materials have a Kovats Index value of less than about 1700.
4. The personal care composition according to Claim 1 wherein the cationic monomer comprises a nitrogen atom.
5. The personal care composition according to Claim 1 wherein the cationic monomer having the formula:



wherein each of R<sup>1</sup>, R<sup>2</sup> and R<sup>3</sup> are selected from the group consisting of hydrogen, C<sub>1</sub> to C<sub>6</sub> alkyl, and mixtures thereof; T is selected from the group consisting of substituted or unsubstituted, saturated or unsaturated, linear or branched radicals selected from the group consisting of alkyl, cycloalkyl, aryl, alkaryl, aralkyl, heterocyclic ring, silyl, nitro,

halo, cyano, sulfonato, alkoxy, keto, ester, ether, carbonyl, amido, amino, glycidyl, carbanato, carbamate, carboxylic, and carboalkoxy radicals and mixtures thereof; Z is selected from the group consisting of:  $-(CH_2)-$ ,  $(CH_2-CH=CH)-$ ,  $-(CH_2-CHOH)-$ ,  $(CH_2-CHNR^4)-$ ,  $-(CH_2-CHR^5-O)-$  and mixtures thereof;  $R^4$  and  $R^5$  are selected from the group consisting of hydrogen,  $C_1$  to  $C_6$  alkyl and mixtures thereof; z is an integer selected from about 0 to about 12; A is selected from the group consisting of  $NR^6R^7$ ,  $NR^6R^7R^8$  and mixtures thereof;

wherein each of  $R^6$ ,  $R^7$  and  $R^8$ , when present, are selected from the group consisting of H,  $C_1$ - $C_8$  linear or branched alkyl, alkyleneoxy having the formula:



and mixtures thereof; wherein  $R^9$  is selected from the group consisting of  $C_2$ - $C_4$  linear, branched alkylene, carbonyl alkyl, and mixtures thereof;  $R^{10}$  is selected from the group consisting of hydrogen,  $C_1$ - $C_4$  alkyl carbonyl alkyl, and mixtures thereof; y is from 1 to about 10.

6. The personal care composition according to Claim 1 wherein the polymer further comprises a non-cationic monomer.
7. The personal care composition according to Claim 6 wherein the non-cationic monomer comprises a hydrophobic group selected from the group consisting of: non-hydroxyl groups, non-cationic groups, non-anionic groups, non-carbonyl groups, non-H-bonding groups and mixtures thereof.
8. The personal care composition according to Claim 7 wherein the hydrophobic group is selected from the group consisting of: alkyls, cycloalkyls, aryls, alkaryl, aralkyls and mixtures thereof.
9. The personal care composition according to Claim 7 wherein the non-cationic monomer is selected from the group consisting of: methyl methacrylate, methyl acrylate, ethyl acrylate, n-propyl acrylate, iso-propylacrylate, n-propyl methacrylate, ethyl methacrylate, iso-propylmethacrylate, n-butyl acrylate, isobutyl acrylate, isobutyl methacrylate, n-butyl

methacrylate, methacrylic acid, acrylic acid, acrylamide, methacrylamide, styrene,  $\alpha$ -methyl styrene, benzyl acrylate, ethylhexylacrylate, hydroxyethylacrylate, hydroxypropylacrylate, hydroxyethylmethacrylate, hydroxypropylmethacrylate, hydroxybutylacrylate, hydroxybutylmethacrylate, PEG acrylate, acylamido-2-methylpropanesulfonic acid, vinylsulfonate, vinylpropionate, methylallylsulfonic acid, N-vinylformamide and N-vinylpyrrolidone and mixtures thereof.

10. The personal care composition according to Claim 1 wherein said cationic polymer is a water-insoluble polymer.
11. The personal care composition according to Claim 1 wherein the composition further comprises an anionic polymer.
12. The personal care composition according to Claim 1 wherein greater amounts of said perfume raw material is deposited onto a substrate and released from a substrate when the perfume raw material is associated with said polymer in the form of the perfume polymeric particle as measured by the Perfume Deposition & Delivery Test Protocol I.
13. A personal care composition of Claim 1, wherein one or more Low Kovats Index perfume raw materials, each having a Kovats Index value of from about 1000 to about 1400, and collectively provide a first Average Response Factor ( $ARF_{LKI}$ ); and one or more High Kovats Index perfume raw materials, each having a Kovats Index value of greater than about 1700, and collectively provide a second Average Response Factor ( $ARF_{HKI}$ ); wherein the perfume polymeric particle has a selectivity ratio of  $ARF_{LKI} / ARF_{HKI}$  of at least about 1.2.
14. The personal care composition of Claim 13 wherein Longevity Test I value provides a  $ARF_{LKI}$  greater than or equal to 1.6 times the value of  $ARF_{HKI}$ .
15. The personal care composition of Claim 13 wherein Longevity Test II value provides a  $ARF_{LKI}$  greater than or equal to 1.6 times the value of  $ARF_{HKI}$ .
16. A personal care composition comprising:
  - a) a personal care adjunct ingredient; and

- b) a cationic polymeric particle comprising a cationic polymer including a cationic monomer, wherein the cationic polymer exhibits a greater affinity for a perfume raw material having a Kovats Index value of less than about 1700, than other perfume raw materials as measured by the Perfume Deposition & Delivery Test Protocol I and/or the Polymeric Particle Affinity Test Protocol II;  
wherein the value of  $ARF_{LKI}$  is greater than or equal to 1.2 times the value of  $ARF_{HKI}$  in Longevity Test II.
17. The personal care composition according to Claim 16 wherein the cationic polymer exhibits at least a 1.6 times the affinity for a perfume raw material having a Kovats Index on DB-5 of less than about 1500 than other perfume raw materials having a Kovats Index on DB-5 of greater than about 1700 as measured by the Perfume Deposition & Delivery Test Protocol I and the Polymeric Particle Affinity Test Protocol II.
18. A method for making a personal care composition, which exhibits enhanced fragrance intensity on skin and hair over time, comprising;
- a) mixing a cationic polymeric particle comprising a cationic polymer including a cationic monomer, wherein the cationic polymer exhibits a greater affinity for a perfume raw material having one or more of the following characteristics;
    - i) a number molecular weight of less than about 200;
    - ii) a boiling point of less than about 250°C;
    - iii) a ClogP of less than about 3;
    - iv) a Kovats Index value of less than about 1700,  
than other perfume raw materials as measured by the Perfume Deposition & Delivery Test Protocol I and the Polymeric Particle Affinity Test Protocol II;
  - b) forming a perfume polymeric particle by mixing the preformed polymeric particles with a perfume comprising a perfume raw material having one or more of the following characteristics;
    - i) a molecular weight of less than about 200;
    - ii) a boiling point of less than about 250°C;
    - iii) a ClogP of less than about 3; and
    - iv) a Kovats Index value of less than about 1700 to; and
  - c) contacting the perfume polymeric particle with a personal care adjunct ingredient to form the personal care composition.

19. A method for making a personal care composition comprising;
- a) adding a cationic perfume polymeric particle comprising:
    - i) a cationic polymer comprising a cationic monomer; and
    - ii) a perfume comprising a perfume raw material having one or more of the following characteristics;
      - a) a number molecular weight of less than about 200;
      - b) a boiling point of less than about 250°C;
      - c) a ClogP of less than about 3;
      - d) a Kovats Index value of less than about 1700;
- to a personal care adjunct ingredient to form the personal care composition.
20. A method for treating skin and hair of human and pet subject in need of treatment comprising:
- a) contacting the human skin or human and pet hair with a perfume polymeric particle comprising:
    - i) a cationic polymer comprising a cationic monomer; and
    - ii) perfume comprising one or more perfume raw materials having one or more of the following characteristics;
      - a) a number molecular weight of less than about 200;
      - b) a boiling point of less than about 250°C;
      - c) a ClogP of less than about 3;
      - d) a Kovats Index value of less than about 1700; and
  - b) optionally, rinsing off the personal care composition, such that the subject's skin and hair is treated.
21. A personal care composition comprising two or more different perfume polymeric particles and a personal care adjunct ingredient.
22. A personal care composition comprising;
- a. two or more different polymeric particles;
  - b. a perfume comprising a perfume raw material having a one or more of the following characteristics;
    - i) a number molecular weight of less than about 200;
    - ii) a boiling point of less than about 250°C;
    - iii) a ClogP of less than about 3;

- iv) a Kovats Index value of less than about 1700, and
  - c. a personal care adjunct ingredient;
- wherein the Longevity Test II value provides a  $ARF_{LKI}$  greater than or equal to 1.2 times the value of  $ARF_{HKI}$ .
23. The personal care composition according to Claim 22, further comprising at least about .01 weight percent of said polymeric particle.